

SOUTH COAST *artists*

2024 OPEN STUDIO TOUR MARKETING PROFILE

The 20th annual South Coast Artist's Open Studio Tour encompassed the towns of Tiverton and Little Compton, RI, and Dartmouth and Westport, MA, a coastal area that is proud of its rich arts tradition. The SCA region is an important destination for art lovers from all over New England, New York and beyond.

- There were approximately 15,000 studio visits this past summer. Widely seen as the Summer Event on the South Coast, the 20th annual Open Studio Tour took place on the weekends of July 15–16 and August 19–20. Support for SCA artists and its educational opportunities was very strong in 2023. The yearlong celebration of SCA's 20th year included exhibits, an art contest, educational events, an art party, two weekends of open studios, movie night, and much more.
- The 2024 Open Studio Tour continues to be **FREE** for art lovers and the whole family! The public enjoys this self-directed tour on two separate, but equally important summer weekends. This year SCA celebrates the 21st year of the tour (July 20–21 and August 17–18). Dozens of volunteers and dedicated board members work year round to bring SCA's mission forward.
- The tour attracts a diverse group of visitors — including other artists, patrons, summer residents, tourists, families with young children, and residents eager to explore their own backyard.
- 50,000 Tour brochures were distributed throughout New England and around the country. SCA direct mails approximately 8,000 brochures to art lovers on our mailing list. 18,000 brochures were distributed to significant entertainment locations around New England, which included museums, galleries and tourist locations. These copies were shrink-wrapped along with copies of *Artscope* magazine.
- Brochures and maps were downloaded and printed off of SCA's website, www.southcoastartists.org. The website has been an important digital presence for over 15 years with over 11,000 visits during the summer months, informing the public and SCA members throughout the year.

- SCA's social media reach continues to grow each year — over 1,350% reach increase across Facebook and Instagram for 2023. Our Facebook followers increased by 933%, and Instagram followers increased by 251%. Social media posts about the Tour and our sponsors were seen by more than 500,000 people in 2023.
- SCA also offers the very popular SCA Open Studio Tour app. This will be our sixth year of having each artist, studio, sponsors and tour information presented on the app, making it easier for mobile users to discover artists and sponsors in our region.
- Artists, sponsors, and tour information is continually promoted year round on printed materials, the website, and social media platforms Facebook and Instagram. Hundreds of thousands of visits, views and shares occur because of these important marketing formats.

Sponsorship Levels

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| <p>Premier Partner: \$5,000 and up</p> <p>Art Partner: \$1,000 to \$4,999</p> <p>Art Benefactor: \$500 to \$999</p> <p>Art Gallery/Art Space: \$350 and up</p> | <p>Food/Drink: \$300 and up</p> <p>Art Patron: \$300 to \$499</p> <p>Art Sustainer: \$100 to \$299</p> <p>Art Friend: \$25 to \$99</p> |
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Special Categories

Food/Drink Sponsor (\$300 and up):

- Must be located in one of the four Tour towns (Dartmouth, Westport, Little Compton or Tiverton).
- Listed in a separate section on the Tour brochure.

Art Gallery/Art Space Sponsor (\$350 and up):

- Must be located in one of the four Tour towns (Dartmouth, Westport, Little Compton or Tiverton).
- Listed in a separate section on the Tour brochure, along side artist listings. Features logo, website listing, and address on brochure.

Definition of terms:

Art Gallery: An "Art Gallery" is a private and commercial enterprise curating exhibitions with its portfolio of artists while displaying the exhibited artworks. Works may or may not be available for sale.

Art Space: An "Art Space" is a place where art is created/displayed, offers classes/workshops, and/or provides a meaningful resource to the community to foster creativity and art.

Food/Drink: A business that offers food and/or drinks to patrons.